

ABSTRACT

A beverage container holder which is especially suited for use in vehicles is disclosed. The holder includes a container support including a support surface delineating a bottom of a container receiving space. The surface is for engagement with the bottom of a beverage container when the holder is in use. The support including upstanding portions delineates the perimeter of the container space and an inflatable bladder is operably connected to the upstanding portions for engaging at least three locations about a perimeter of a container when the holder is in use.